

Directive 165.1
3/6/85

PUBLIC EXHIBITS

I.
PURPOSE

This Directive:

A. Sets forth requirements under U.S. Department of Agriculture (USDA) regulations concerning the presentation of exhibits at fairs, conventions, expositions, or other gatherings in which the public participates or attends.

B. Provides procedures for implementing and carrying out the regulations concerning public exhibits.

II.
REPLACEMENT
HIGHLIGHTS

This Directive replaces AMS/FGIS InStruction 165-1, Rev. 3, Public Exhibits, dated 6-21-79.

III.
RESPONSIBI-
LITIES
FOR EXHIBIT
ACTIVITIES

A. The Design Division, Office of Governmental and Public Affairs (OGPA), is responsible for all exhibit activities of USDA. These responsibilities include:

1. Planning of presentation of subject matter in exhibit form.
2. Preparing and constructing or arranging for construction of exhibits.
3. Arranging for exhibits and scheduling the use of exhibits.
4. Referring requests from groups inviting agencies to participate in exhibit activities to the proper agency information office.
5. Authorizing agencies to arrange for and conduct exhibitions under the following circumstances:
 - a. When the exhibit material involves the subject matter of a single agency of USDA, that agency may be authorized to arrange for and conduct the exhibition.
 - b. When a small exhibit is needed at a local meeting or similar occasion, an agency may prepare and display materials concerning its own programs and responsibilities.

B. The Information (INF) Staff is responsible for COOT mating exhibit activities with program divisions and with the Design Division, OGPA. In providing such coordination, the INF Staff shall:

1. Plan for the presentation of subject matter in exhibit form and arrange for the construction and preparation of exhibits.
2. Review appropriate subject matter for use in the exhibit with program divisions and obtain appropriate advice and clearances

with technical personnel.

3. Keep program divisions informed of exhibit activities that may affect their work.

4. Notify program divisions when USDA approval to construct an exhibit or to schedule one for display has been obtained, and furnish an estimate of the costs involved.

5. Authorize program divisions to prepare, arrange for or conduct exhibitions under circumstances set forth in Section III A 5, above, and assist in the preparation of such exhibits if requested to do so.

6. Notify the Design Division, OGPA, about future exhibit plans.

C. Program Divisions shall:

1. Obtain approval from the INF Staff before making a commitment to construct a new exhibit, change an existing exhibit, or schedule an exhibit for a meeting, fair, exposition, or other gathering except for the incidental use of visuals in meetings where a cash outlay of not more than \$100 is involved in constructing or transporting the visual materials.
2. Inform the INF Staff of the division's willingness to participate solely or with other AMS divisions when referring a request for an exhibit at a meeting, fair, convention, or similar occasion.
3. Keep the INF Staff informed concerning all exhibit activities so that no conflicts in scheduling and displaying will occur.

IV.
PARTICIPATION
CONDITIONS AND
EXPENSES

A. Exhibition Expenses.

1. Every effort should be made to obtain exhibit space free of charge to USDA. Sponsoring firms or organizations sometimes set aside a certain number of spaces for noncommercial educational exhibits.

2. When exhibit space is not free of charge, the Director, Office of Information, OGPA, may authorize the Agricultural Marketing Service (AMS) to pay for the space if the agency can justify that the exhibit will be advantageous to the government.

3. Divisions shall submit requests to pay for exhibit space, including necessary justification, in a memorandum to the Director, INF Staff.

4. When free exhibit space has been obtained, or when approval has been granted to pay for exhibit space the other costs associated with the exhibit, including rental of drapes, furniture, audiovisual equipment, and any costs associated with the installation and maintenance of the

exhibit may also be paid for by the division.

5. The expenses of employees who have charge of exhibits and who represent AMS at an exhibition may be paid by the division if the scope and purpose of the exhibition warrants the expenditure.

B. Loan of Exhibits. Exhibits and exhibit material may be loaned to agricultural fairs, land-grant colleges and universities, State and county extension services, responsible educational organizations, and cooperating groups. The borrowers of exhibits or exhibit material shall bear the cost of space, transportation, installation, maintenance and any other necessary labor or local costs. If the division can justify that the exhibit will be advantageous to the government, the costs may be paid as outlined in Section IV A, above.

V.
REQUISITIONING
INF EXHIBIT
PREPARATION

Divisions shall prepare Form AD-652, Request for Visual Services in an original and 4 copies, and forward to the Staff to:

A. Request the construction of new exhibits or make changes in existing exhibits.

B. Authorize payment of a division's share in a joint exhibit project.

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